

DALLAS COWBOYS

2019 SEASON TICKET VARIABLE PRICING

We are always evaluating feedback from our Season Ticket Holders and adjusting policies based on that feedback. This season, the Dallas Cowboys have implemented variable ticket pricing. Historically, all tickets were priced the same for each home game, including both preseason games. Beginning with the 2019 season, this variable ticket pricing will result in a decreased price for preseason and a higher rate for regular season home games. Single game tickets will continue to be sold at a higher price than season tickets, ensuring that you, our most loyal customers, receive the greatest value from your Dallas Cowboys season ticket purchase.

If you have any questions, please contact your Service Coordinator or the Ticket Sales & Service office at (817) 892-4400.

AT&T STADIUM



	Pre-Season	Regular Season	Full Season
Yellow	\$210	\$410	\$3700
Green	\$200	\$400	\$3600
Red	\$150	\$300	\$2700
Teal	\$75	\$150	\$1350
Purple	\$70	\$145	\$1300
Pink	\$60	\$135	\$1200
Dark Blue	\$49	\$124	\$1090
Light Blue	\$59	\$109	\$990
Orange	\$49	\$99	\$890
Dark Red	\$39	\$89	\$790
Dark Green	\$35	\$85	\$750